THE DESKTOP VIDEO MAGAZINE

# VIDEO TOASTER® USER

an avid publications magazine

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- Wireless Microphones
- One Stop Music Shop
- Bars & Pipes Pro
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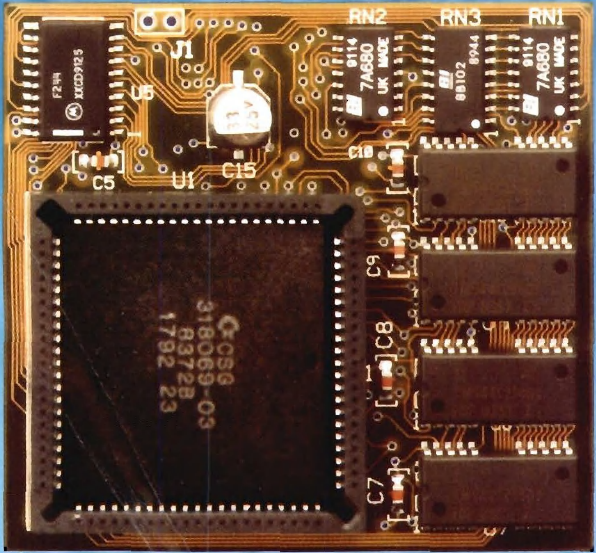

"The MegAChip 2000/500 should be standard equipment on every Video Toaster System."

*Jim Plant - Publisher/Editor Video Toaster User*

"The MegAChip 2000/500 is a must own for anyone that wants to use Toaster Paint™ or Multitask with the Video Toaster."

*Lee Stranahan - Former NEWTEK employee & writer of the tutorials for the Video Toaster 2.0 manual. Featured in the Desktop Images Video Toaster Tutorial series.*

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Use the **Creativity Kit** to **invent fresh musical ideas,** or the **Pro Studio Kit** for complete control of your MIDI studio. The **Internal Sounds Kit** eliminates the need for MIDI altogether. Imagine, multi-track recording inside your computer! To round it off, we present **Rules for Tools**, documentation and C source code for writing your own musical features.

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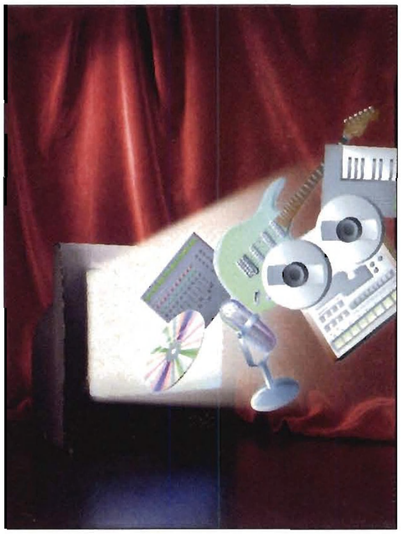
FEBRUARY/MARCH 1993 ISSUE NUMBER 10



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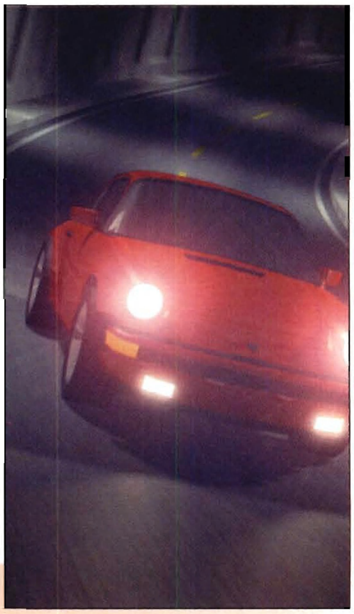

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# SUBSCRIBER UPDATE

1993 is shaping up to be a big year for NewTek and Video Toaster User. If there's any way that you can arrange to be in Las Vegas in mid-April for NAB, I would highly recommend it. I think we're going to hear some very important announcements from NewTek at that event. Of course, if you can't be there you can count on VTU to bring you all the hot details.

Hot NewTek product announcements and much more will be published in the upcoming Video Toaster Buyer's Guide (VTBG), scheduled for release in early May. The VTBG will feature all the information you need to set up a Toaster-based video production studio or expand an existing one. It will also contain a complete and up-to-date listing of every Toaster-related product on the planet. The VTBG will be a valuable resource that you will turn to time and time again and will retail for only $6.95. VTU subscriber's, however, will receive the Video Toaster Buyer's Guide as part of their subscription. Look for it in May.

Another important Video Toaster User event that you'll be hearing much more about in upcoming issues is the 1993 Video Toaster User EXPO. This event is scheduled to be held in October of this year down in sunny Southern California. The VTU EXPO will be held near Universal Studios and will be a hotbed. of Toaster activity including exhibitions, seminars, workshops, performing arts and a celebrity-judged Toaster animation contest. Look for more information about VTU EXPO in the next issue of Video Toaster User.

As I mentioned at the top of this column, 1993 is going to be a huge year for the Video Toaster. Because VTU is THE desktop video magazine, you can bet we're going to be in the thick of it.

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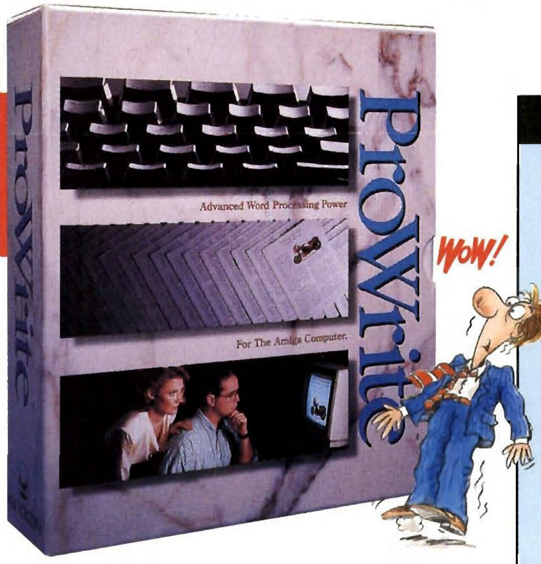

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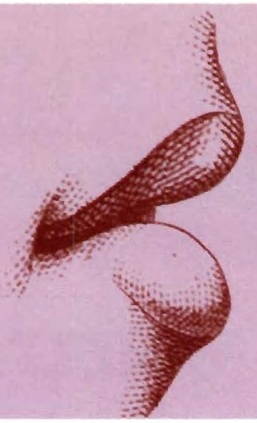
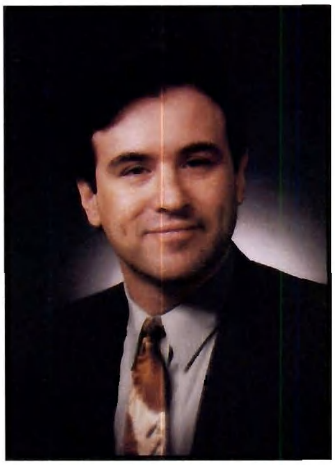


# TOASTER TALK

## By Jim Plant



I've been spending a lot of time trying to figure out what I find so exciting and interesting about desktop video. Why does desktop video capture my imagination? Is it the technology? Maybe. Is it the potential for more effective communication? Probably. Is it the money? Of course. But, what else is there? These thoughts have been rattling around inside my brain for the past few weeks and I think I've finally come up with an idea.

Surprisingly, I think the answer is right under my nose in the pages of Video Toaster User. I was recently thumbing through the latest issue for the 50th time and for some reason, I kept coming back to "Toaster ProFiles." This is the section that features short vignettes about real-world people doing interesting things with the Toaster. I found myself continually drawn to this section, reading over the stories, even grabbing the last couple of back issues to re-read earlier profiles. I began asking myself, "What do I find so fascinating about these people and their stories?"

Finally, it dawned on me. Most of the people featured in "Toaster Profiles" had consciously made the decision to get into video production and were now making money doing exactly what they wanted to be doing! None of these people was looking for new jobs. None was bored. Through desktop video these people took control of their own lives and made them better.

I suddenly realized that for the past six months, I had read or heard story after story about somebody who had bought a Toaster, practiced and polished their videomaking skills, started producing video programs or selling videotapes and making lots of money. And what fascinated me even further was the fact that these desktop videographers came from all walks of life.

There were, of course, people selling videos on how to make money in video—and many videos on how to use your Toaster. However, there was also the locksmith who started producing instructional videos for other locksmiths. There was a lawyer making videos that taught other lawyers how to make more money producing video depositions and yet another video that showed how to animate accident recreations. There was even a 7-11 employee who got tired of getting robbed, so he quit his job, made a crime-prevention video and sold thousands of copies to convenience stores across the country.

Following a hunch, I went down to my local bookstore and started yanking all kinds of specialty magazines off the rack. How about car magazines? Inside there are ads for videos on restoring classic cars. Computer magazines? There are videos about using your favorite computer program. Fashion magazines? Videos about applying make-up. Home magazines? Videos on how to remodel your kitchen. Business magazines? Videos on making money in the stock market. Almost every magazine featured at least one ad from somebody making money selling information in a video format.

I realized I had stumbled across the *big secret*. The secret was information. This is, after all, the Information Age. And as our society grows increasingly complex, we are continually developing an ever-growing number of segmented interests. This is not a new phenomenon. It has been developing for the past decade. And two prominent information vehicles—television and magazines—are the leaders in specialized diversification.

In the early 20th century, we had dozens of general-interest publications. In the 1950s and '60s, magazines numbered in the hundreds. Now, there are literally thousands of magazines covering thousands of subjects. And desktop video's sister technology, desktop publishing, has helped change the financial model that makes special-interest, small-circulation magazines economically feasible. Today, with millions of VCRs in homes across America, and hundreds of cable channels set to flow into these TV sets, the infrastructure to communicate via video is now in place.

I predict that shortly after these mega-cable systems come online, we will see things like the Gardening Channel, the Home Improvement Channel, the Automotive Channel, the Golf Channel, the Tennis Channel, the Fishing Channel, the Hunting Channel, the Fitness Channel, the Fashion Channel, the Computer Channel—with the potential for many more. The possibilities are endless.

As you divide and subdivide these and other genres, and the viewer numbers grow smaller and more focused, the entire economic structure of television advertising will shift from expensive general-interest ads reaching millions of viewers to less-expensive more-focused ads reaching thousands of viewers. This shift has already begun to some extent and that is one reason why the networks—the kings of mass-market media—are in big trouble. The giant 500-to-750-channel cable systems will only hasten the networks' decline, ushering in a new television era.

So where does that leave you—the desktop videographer? Sitting in the driver's seat! Think about it.

With so many channels available, the demand for programming will be huge. Lots and lots of special-interest programming. Lots and lots of *cheap* special interest programming. Remember, if you only have a few thousand viewers watching your program, you can't charge much for advertising. And if you can't charge a lot for advertising, you can't have mega-buck production budgets.

So, answer this: Who will produce all the low-cost programming? The big production studios with their million-dollar studios? I don't think so. How about the entrepreneur with a low-cost Toaster-based production studio? Dumb question, right?

And there is more good news. Besides the wide-open cable programming market, there is another exciting and very lucrative market for desktop videographers to exploit. This is, of course, the special-interest/how-to video market that I referred to earlier.

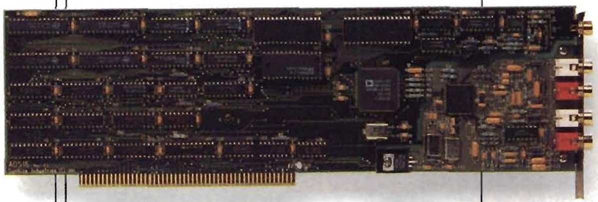
Jane Fonda's Workout Video series is the pinnacle of this genre. The kind of videos I'm referring to, however, are related—but on a smaller-market scale. Thousands of videographers have identified specific subjects where people want more information (via video). More importantly, they have made huge profits satisfying this thirst of knowledge.

Desktop video has made a dramatic impact on this market by radically changing the financial model for a profitable video project. Just like desktop publishing has made it profitable to publish small-circulation special-interest magazines, desktop video makes it possible to create videos that can be profitable with only a few hundred or a few thousand sales. A huge number of video projects that would have been economically unfeasible using traditional production methods suddenly become viable using desktop video technology.

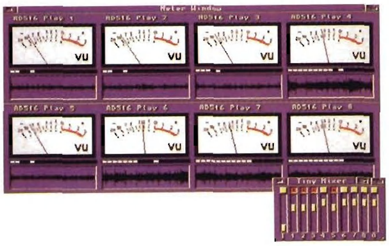
Now I understand just what it is that so intrigues me about desktop video. It's not the technology at all. It's what the technology represents. It's the unlimited opportunities that unfold before me. It is the freedom to change my life via my newfound power to communicate. Hmmm—I wonder if there is a market for a video on starting your own magazine? VTU

# 16 Bit Desktop Audio

## Professional Digital Sound for Your Video, Music, and Radio Productions



Finally, true CD quality 16 bit audio is available for your Amiga! SunRize's new AD516 gives you eight tracks, plus a time code reader and a DSP chip. Included with the AD516 is Studio 16™ version 2.0. This new release of our popular 16 bit editing software puts a complete sound studio on your desk!

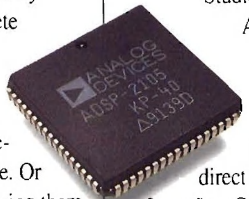


### AD516

The AD516 hardware provides stereo in/out connectors, plus a SMPTE in. Just plug your VTR, CD player, radio, tape deck, or other audio source directly in. Then record in stereo, direct to hard disk, with 16 bits at sampling rates up to 48,000 samples per second. Plus, the AD516's efficient design allows 8 track playback direct from hard disk. The AD516 can synchronize and chase SMPTE time code at 24, 25, 29.97, and 30 fps (drop or non-drop frame). Designed to exceptional audio standards, the AD516 offers 15Hz to 22KHz frequency response and 85dB dynamic range.

### Video Production

The Video Toaster goes a long way towards solving your video problems. But what about sound? Do you want to do ADR or voice-overs? Do you need to synchronize background music with your productions? How do you add footsteps, door knocks, and other sound effects to your video or animation? Do you need to fade, cross fade, or eliminate sections of audio? Can you edit your audio, or are you stuck with the first take? Studio 16 solves all these problems by turning your Amiga into a complete sound studio. With Studio 16's cue list and SMPTE support you can lock sounds frame accurately with your video. Audio triggers reliably, at the same spot, every time. Or you can slip your audio effects, trying them at different spots. And since Studio 16 plays directly off hard disk, the number of sounds you can trigger is unlimited.

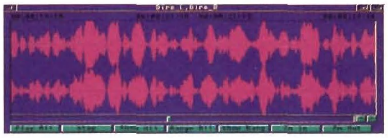


### Mixer and Meters

Each of Studio 16's eight tracks can be metered and mixed. Unlike two track systems, Studio 16 can combine multiple tracks with no generation loss. And it can record two tracks while playing up to eight!

### Waveform Editor

The Studio 16 sound editor graphs the audio waveform and allows you to cut, copy, and paste audio. Up to eight samples can be edited per window. And edits can be non-destructive or permanent. Zoom, scale, fade, reverse, echo, normalize, loop FFT, resample, and many other functions are available. Named regions can be defined and used in the cue list or transport modules.



### DSP Supercharger

The AD516 includes a special sound coprocessor - the advanced 2105 DSP. The DSP allows Studio 16 to handle those eight tracks while performing real time mixing. The DSP can also do high quality 16 bit effects such as echo, flange, delay and chorus.

### Low Prices, High Performance

Studio 16 2.0 comes with either the AD516 (16 bit, 8 track, stereo, $1495 list) or the AD1012 (12 bit, 4 track, mono, $595 list). Also available is the DD524 digital I/O card for direct interface to DAT. **Call today for a free Studio 16 information packet. Tel: (408)374-4962. Fax: (408)374-4963.**

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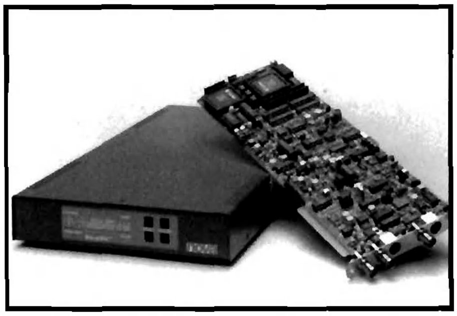
# NEW PRODUCTS

## NovaMate for Amiga

Nova Systems, Inc. announce the NovaMate time base corrector/frame synchronizer. This unique TBC is available as a card that plugs into an Amiga or PC, and also as a standalone desktop unit and a rack-mount version. NovaMate satisfies a wide range of requirements for VCR signal-correction and video interfacing, from Toaster-based desktop video to commercial insertion and satellite systems.

NovaMate's features include composite and Y/C input and output, full-bandwidth processing with adaptive digital comb filtering, infinite window correction, freeze-frame/field-1/field-2, and serial control with ten programmable memories. NovaMate carries a full two-year parts and labor warranty with guaranteed 24-hour turnaround service.



**Nova Systems, Inc.**
**50 Albany Turnpike, Canton, CT 06019**
**203-693-0238**
203-693-1497 FAX

## A Real Education

Have you thought about making the leap from amateur to professional video producer? Or maybe you just wanted to brush up on your skills, but haven't been able to find any video courses that offer Toaster-specific instruction.

Heifner Communications has unveiled their new, state-of-the-art video training facilities for the Video Toaster professional. Their studios offer a cluster of video workstations as well as a knowledgable, Toaster-literate staff to go over the ins and outs of video production with Video Toaster.

Amoung the course selections offered are Computer-Based Video, Animation, Paint, Image Manipulation, Editing and Basic Video Production. Their coursework is designed to allow a selective approach to your video training requirements.

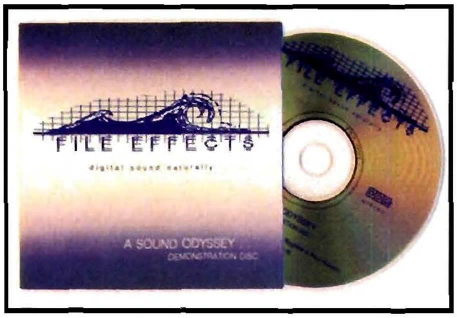
Heifner Communications is authorized by NewTek, Commodore and Amilink as well as by numerous other hardware manufacturers. Their staff has extensive hands-on experience and has been involved in the daily use and evaluation of new products, as well as in the production of top quality video.

**Heifner Communications**
**4451 I-70 Drive, N.W.**
**Columbia, MO 65202**
**314-445-0757**
**314-445-6163 FAX**

## Ready-to-Wear Music

Okay, you have video as pristine as new fallen snow. You have sound sharp enough to shave with. Your titles have that understated flair that brands you as a professional. You have 3D that'll make your clients' eyes pop out of their skulls. Something still seems to be missing? Could it be music?

Before you panic and start scrambling through your collection of ancient 8-tracks, you might take a look (listen?) at ProMusic's Music Library software. This software database for your Macintosh or PC-compatible system offers a comprehensive listing of ProMusic's extensive music and sound-effects CD library, allowing you to quickly reference and order specific themes and sound effects for your clients' individual needs. You can search for music by name, description, category, synonym, and catalog number.



The ProMusic library includes music themes for corporate, sports, light industrial, hi-tech, rock/pop, light rhythmic, romantic, period music, Christmas, childrens productions, country, folk, comedy, drama, marching bands, orchestral, pastoral, scenic, ethnic, classical, showbiz and contemporary projects as well as hundreds of individual sound effects for specific scenes.

**ProMusic**
**6555 N.W. 9th Avenue**
**Suite 303**
**Fort Lauderdale, FL 33309**
**305-776-2070**
**305-776-2074 FAX**

## Toaster Transitions a'Plenty

Have you ever had that feeling that your project would be perfect if only you had just a few more wipes to choose from? The Computer Room offers not one, but four volumes of original Professional Toaster Wipes to supplement your video switching needs.

Each volume contains 31 new crouton files and a new project file that loads the croutons directly into one of the A-F banks of your Video Toaster, allowing you to use them without needing to learn a new set of procedures.

Volume 1 features a wide variety of holiday wipes, ranging all the way from New Years to Christmas. Volume 2 features music wipes for the MTV wanna-be. Volume 3 offers transitions suitable for those working with a religious three. Volume 4 gives your wedding videos 31 new options to set yourself apart from the pack.

**The Computer Room**
**9625 East Arapahoe Road**
**Englewood, CO 80112**
**303-799-9733**
**303-799-9734 FAX**

## Mapping in the USA

United States is the name of a new package for LightWave artists from The Associated Image Group in Texas. Consisting of a disk of LightWave-format map objects depicting the entire country (excluding Alaska and Hawaii) as well as the individual states. Objects are available flat and extruded, with or without divisions between the states. Also included are images depicting use of the map objects as well as a bonus image that can be mapped around a sphere to create an Earth object.

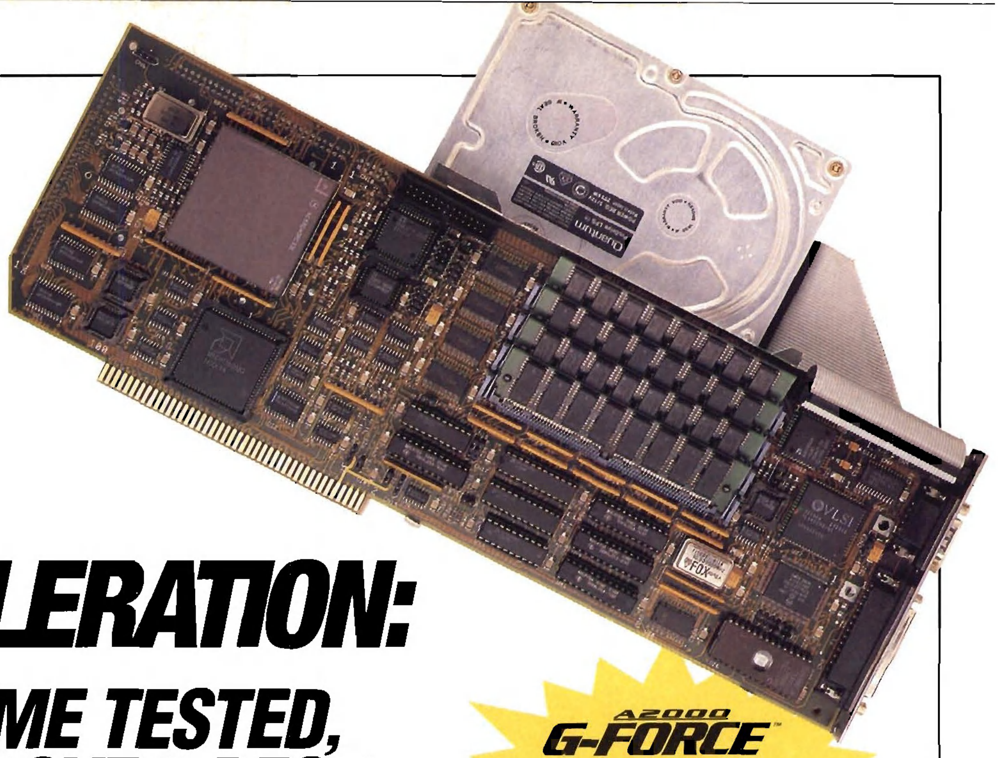
**The Associated Image Group, Inc.**
**14900 Landmark Blvd., Suite 600**
**Dallas TX 75240**
**214-788-0066**

## New Improved Toaster CG

For those character-generating gurus who demand flash and flair, Innovation Systems has released the Montage Video and Titling Effects software for the Video Toaster.

CONTINUED ▶

FOR THE AMIGA® 2000 SERIES



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Montage is the first CG application which can render directly into the digital Framestore format, which gives you improved signal quality and display speed as well as actually improving your Toaste's video optput signal.

Along with seven scalable 24-bit typefaces with 64 levels of anti-aliasing and proportional vertical and horizontal resizing, montage allows you to sequence and Framestore pages with Toaster DVE effects with automatic playback of multiple effects.

Of course before you can create effects for your text, you need to create the text, which is why the Montage features full editing control, easy click-and-drag title composition and a convenient mouse and keyboard interface. The editor also has a unique "video-safe" title indicator which assures you of maintaining full visibility for your text.

**InnoVision Technology**
**1933 Davis Street, Suite 238**
**San Leandro, CA 94577**
**510-638-0800**
**510-638-6453 FAX**

# Do It Yourself 3000/Toaster

You have an Amiga 3000. You have a Video Toaster. Never the twain shall meet — not!

L&N Productions has recently released a videotape which shows you step-by-step how to install a Video Toaster into your Amiga 3000 computer, giving you access to two powerful platforms in a single space. This clear-spoken VHS tape offers simple, clear instructions on how to overcome the apparent physical incompatibilities between the two units. Supplementing the video is a instruction guide spelling our the video's instuctions in plain text, with multiple installation options.

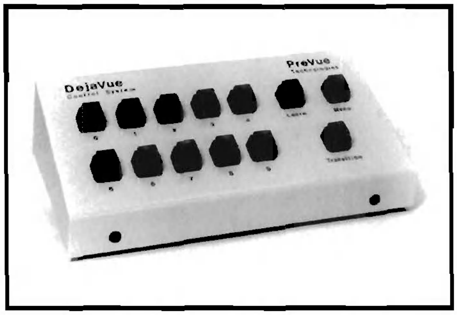
**L&N Productions**
**P.O. Box 391**
**Brownsville, CA 95919**
**916-675-1227**

# Haven't We Been Here Before?

"I love my Toaster, but I wish it were easier to perform complex transition sequences on the fly." If this is something you've said to yourself, then DejaVue from PreVue technologies might be what you've been looking for.

While mouse and keyboard control is effective for setting up Toaster DVEs, it can become rather tedious after a while. DejaVue is a remote device capable of memorizing and instantly restoring all currently Switcher settings, allowing you to perform multiple video effects quickly at the touch of a few buttons. It connects to your Amiga via the second mouse port.

DejaVue's control panel consists of 13 pushbuttons in two rows. Ten of the buttons designate memory registers. The LRN button stores all current Switcher settings into one of the registers and the numbered buttons restore the settings. The TRANS button triggers an automatic transition using the current settings.



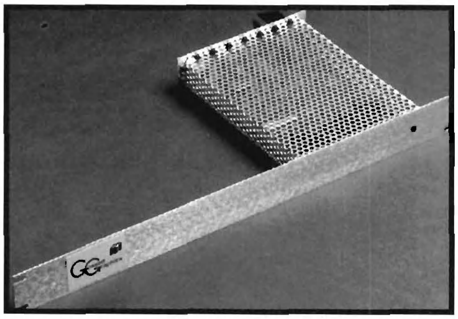
To perform a recall, simply press the desired register button. The recall button can restore everything including Program input number, Preview input number, Overlay input number, key clip level, key invert, wipe pattern, lever arm position, transition rate, background video selection and CG page and still store contents.

**PreVue Technologies**
**P.O. Box 2617**
**Grass Valley, CA 95945**
**800-356-8863**
**916-272-1528 FAX**

# The Gossett Converter Family

Gossett Graphics has announced a new family of video converters for high-quality conversion of signals between NTSC and S-Video, giving Video Toaster users a wider range of video format options and reducing generation loss.

The N2S (NTSC to S-Video coverter), S2N (S-Video to NTSC converter) and Q2N (high-quality S-Video to NTSC converter) are standalone platform-independent "black boxes" that provide quality conversion capabilities to the professional and semi-professional user.



Each unit features full video bandwidth to 6 Mhz, 400+ line resolution both horizontally and vertically, numerically precise digital filtering for optimum linear color separation, high-quality ADC and DACs without digital artifacts, low color noise and vertical and horizontal alignment between luma and chroma.

The S2N is exactly complimentary to the N2S unit. The Q2N offers the additional feature of creating a high quality NTSC signal from a low-quality Y/C source, such as a computer generated S-Video. None of these units requires any user intervention once installed.

**Gossett Graphics**
**1169 Burgoyne Avenue**
**Mountain View, CA 94043**
**415-968-4704**

# Mannequin, Man!

Apples Animation of California have released a low-cost hierarchical human figure object for LightWave 3D. Mannequin man, while not containing much surface detail (e.g. the head is an elongated sphere), should suffice for renderings that don't require great verisimilitude in human modeling. For example, it could be used as a size reference. Besides the head, body parts include upper body, hips, shoulders, upper and lower arms, hands, thighs, calves, and feet.

**Apples Animation**
**2216 Terracewood Ln.**
**Escondido, CA 92026**
**619-740-0035**

# Ultimate Backgrounds

United Pixels & Lines announces the release of the first in a series of background image libraries. The Ultimate Background Series contains 60 carefully selected high-quality 24-bit images available in a variety of Amiga formats, including Video Toaster Framestore, JPEG, IFF, and DCTV, as well as in Macintosh and IBM formats. Images are royalty-free, and the package includes a VHS Browser videotape.

**United Pixels & LInes**
**4038 128th Ave. S.E., Suite B303**
**Bellevue, WA 98006**
**206-863-9070**

# The City of the Textures

Texture City, makers of the highly successful image libraries Pro-60 #1 and the Pro-100 #1 CD-ROM, announce the release of Pro-60 #2, their second floppy-disk-based collection. Texture City's image libraries contain a wide variety of high-quality pictures useful as video backgrounds, texture maps in graphics programs, and in many other applications. Picture categories in Pro-60 #2 include Earth, Foliage/Plant, FX (mostly abstract), Metal, Scenic, Space, and more. All images are 24-bit IFF in 752 x 480 resolution, minimally compressed via JPEG. All libraries include software for browsing and unpacking the images.

**Texture City**
**3203 Overland Ave. #6157**
**Los Angeles, CA 90034**
**310-836-9224**

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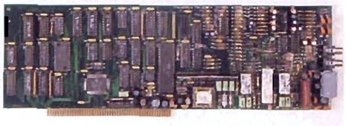

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# TOASTER PRO•FILES

## Dr. Kenneth Larson

Based in Minneapolis, Minnesota, Dr. Larson is a general practitioner with a special interest in preventive dentistry. He uses the Video Toaster both as a presentation and educational tool.

Dr. Larson was first introduced to computer-aided dentistry while a dental officer at West Point. "We had at our disposal an elaborate interactive computer and video setup. Cadets could learn about a range of subjects from dental hygiene to treatment plans for gum disease," Dr. Larson recalls and then adds with a smile, "Of course, back then (1968-69), we were using mainframes that would take up whole rooms and teletype stations for keyboards."

When he first started shopping for a new computer, Dr. Larson wasn't clear as to exactly how he wanted to use it. "We have used computers in our office for ten years to manage the administrative functions, but I wanted something to use for graphically communicating with my patients," he explains. One of the graphic imaging solutions Dr. Larson looked at was a Fuji intra-oral imaging package introduced in the mid-'80s. This solution looked promising until he learned of the $50,000 price tag. Toward the late '80s, he found another turnkey imaging solution available for a mere $20,000. "There were many available choices," Dr. Larson states, "but it came down to choosing between a TrueVision product running on a Mac or IBM, or the Amiga with the Video Toaster. I chose the Toaster because I could get more of what I wanted for the dollars I was willing to invest."

Dr. Larson first started using video in his office by videotaping inside patients' mouths with the small Panasonic GP-KS102. He fed the signal into a consumer

## Olympia High School

Jeff Waddington is the communications instructor at Olympia High School in Olympia, Washington. As he puts it, "My job is to teach the language and technology of video."

The video production program started six years ago. Waddington was approached by the school's administrators inquiring as to the viability of such a program. He jumped on it. "With television playing such a big role in our lives, I felt it was important to offer comprehensive video instruction. The course would give insight into nuts and bolts production as well as provide keen television viewing skills," he explains. "The students learn all aspects of video production both in front of and behind the camera." By the end of the school year, each student is required to serve as writer, director, camera operator, graphic designer, editor, and news anchor for ONN (Olympia News Network).

"The elements of our very first production suite consisted of two reel-to-reel VCRs and a black-and-white tube camera," Waddington remembers. "I first heard of the Video Toaster back in 1988 from the local cable access station. With the capabilities the Toaster boasted, our video program would be boosted onto the cutting edge of broadcast technology. I contacted NewTek every few months to make sure I hadn't missed the release of this new invention." Olympia High School was, in fact, one of the very first educational outlets to get a Toaster. "Each year we've been able to add to the facility through our school district's Technology and Vocational funds," Waddington says. "This year, we used the money to purchase our second Toaster."

In addition to the two Video Toasters, Olympia High School's production studio houses a dedicated copy stand, three Quasar SVHS camcorders, three Panasonic 7750s, AmiLink edit controller with A/B-roll capability, a Panasonic MX-10 to handle the audio, and a patch bay with 50 connections. "With the two Toaster systems working in tandem, we're able combine up to four transitions at once, take framegrabs of ChromaF/X or DVEs, and luma-key over two layers of video," Waddington comments. He quickly adds, "Since adding the Toaster to the facility, kids don't mind staying after school."

A new ONN episode is produced every two to three weeks and is aired over the school's closed circuit cable system. Afterwards, the 25-minute news show is aired over Thurston County's community access cable channel in one continuous block of programming. Other schools in the area have followed Olympia's lead in installing Video Toasters of their own. "Four of the five high schools in the area now produce their school's news shows with Toasters," Waddington notes.

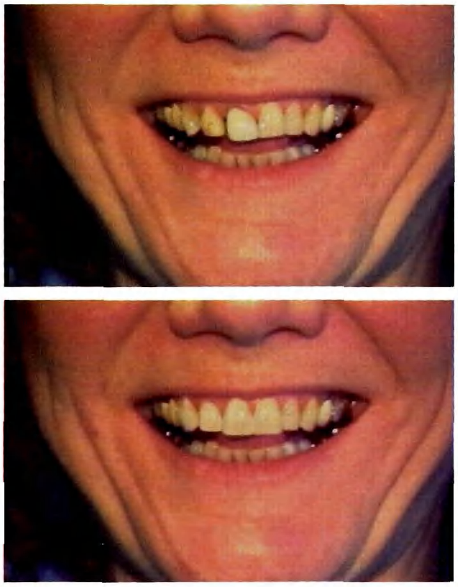
Waddington's role as communications instructor doesn't stop once he's out of the classroom. His expertise in the field of desktop video in a scholastic environment is called for at conferences and conventions all over the country. Most recently, he presented to a standing-room only crowd at Dallas's Infomart to the National School Board Association's Technology and Learning Conference. "Video is no longer an elite form of communication. Desktop technology is to video what Gutenburg was to printing, and the Video Toaster is a big key to that democratization," Waddington says. "Having these new communications tools helps bring what were once lofty concepts and lingo to a place where they can be broken down and seen for what they really are; one person trying to make contact with another."

Jeff Waddington
Olympia High School
Olympia, Washington
206/733-8811

SVHS VCR and monitor. Using the shuttle/jog and still functions, Dr. Larson was able to go over, in detail, dental problems needing attention. "This use of video imaging is very helpful, but the real fun begins when I load some of the images into the computer," he comments.

Dr. Larson uses the bigger Sony V-5000 for capturing a patient's smile. From there, he takes a framegrab of the smile. Using either DCTV or the Video Toaster, Dr. Larson paints in any corrections he sees. Taking the "before" and "after" into framestore format, he puts together his presentation. "Joe Blomberg at Alpha Video in Minneapolis wrote an ARexx program that does most of the work. I go into the Toaster's character generator and set up the patient's name for the production. I then enter the Amiga 'Shell' and modify the ARexx stencil to fit this particular patient's needs (i.e. how many times the 'before' and 'after' images will cycle)," Dr. Larson explains.

His "homework" complete, he has the patient sit down in front of the monitor. With a wall-mounted video camera focused on the chair where the patient is sitting, Dr. Larson turns on the VCR connected to the system and starts the program. "The first thing the patient sees is his own live picture. Then, a full-blown presentation begins, complete with opening and closing credits." Patients are given their own copy of the tape explaining Dr. Larson's recommended treatment. "I find this experience very satisfying," he says. "The quality of communication that results from using this medium is outstanding."



Dr. Larson is currently producing a video about gum disease, its symptoms and treatments. He has just recently purchased the SunRize audio board and is in the throes of a "paralysis of possibilities." "I hope eventually to build a small production company to develop materials for my colleagues," Dr. Larson says.

The Amiga and the Video Toaster have become a big part of Dr. Larson's practice. "I would not want to practice dentistry without this communication capability." he remarks. "It has made my work more pleasant, enhanced rapport with our patients, and has paid for itself in increased productivity. It is a choice I will benefit from for years to come."

Dr. Kenneth Larson
Minneapolis, Minnesota
612/827-409

# Fly Fishing Video Magazine

Jim Watt is president and co-founder of Bennett/Watt Enterprises Production. He and his wife, Kelly Bennett, travel all over the world to bring the excitement of fly fishing to ESPN viewers with Toaster-producedFly Fishing Video Magazine. As Watt says, "The fish are the stars, and the local guides the experts. This simple formula has spelled success since their show first aired July 4, 1992. In fact, Fly Fishing has rated in the top three slots for Saturdays on ESPN's Outdoors block during the peak viewing hours from seven in the morning to seven in the evening.

Watt has performed a variety of duties in front of and behind the television camera since 1964. His first job was as a cameraman at a small local station in Kansas City, Missouri. He quickly moved on to a freelance cameraman/director position with NBC. During his eleven-year tenure at NBC, he had the honor of being one of two cameramen allowed with President Nixon during his historic trip to China in 1971, and the sole cameraman to accompany Secretary of State Henry Kissinger during his world tour in 1972.

In 1978, Watt decided to move to Seattle, Washington and start his own production company, "James Watt Video." Some of Watt's assignments as an independent producer/director included shooting or producing segments for ABC's 20/20, CBS's 60 Minutes, ABC World News Tonight, and NBC's The Today Show.

During a shoot for NBC News in 1981, Watt came up with the idea of a video magazine about fly fishing. After the assignment, he contacted a local hunting and fishing lodge and videotaped the very first Fly Fishing Video Magazine. "Unfortunately, the concept was just a bit ahead of its time," explains Watt. "The saturation of VCRs in the consumer market didn't justify enough sales to continue the effort."

It was early 1985 when Watt met sound technician Kelly Bennett. Their winning combination of talent and enthusiasm formed a dynamic freelance production team. James Watt Video was soon renamed to Bennett/Watt Enterprises, Inc. to reflect this new partnership. Some of their early work together includes news coverage of the Mexico City earthquake and a two-month assignment in Seoul, Korea for the Summer Olympics. The two married in the fall of 1986.

In January 1987, they decided to revive Watt's idea of producing a fly fishing tape series. With a mountain of experience in producing and no experience or knowledge of hosting or marketing a show, they attended a trade show for television programming called NATPE. There, they hoped to find out if television stations might be interested in running such a series. "It was an enlightening experience which encouraged us to pursue the video magazine concept," Watt reflects.

By August of 1990, Fly Fishing Video Magazine had been featured in Fly Rod & Reel, and the subscription base had grown steadily to over 1000 households.

Later that year, the two were introduced to Video Toaster. "We were in LA looking for a production switcher when went to Walt Davis Enterprises in Hollywood," Watt remembers. "There was a guy that had just brought in this new production device and he was demonstrating it to the employees." The guy Watt is referring to is Video Toaster expert Joe Conti (see June/July 1992 VTU).

"For seven years, Fly Fishing was made up of simple cuts and occasional fades," Watt recalls. "When I saw the Toaster, I had to have it." He then adds, "I saw the price tag, and then I *really* had to have it." The Watts returned to Seattle, borrowed money from friends, and bought the Video Toaster. Afterwards, they then flew Joe Conti up to train them.

Although the first season of Fly Fishing is under their belt, Watt and Bennett still have much to do. ESPN has asked for another 26 episodes, and they are currently producing a completely new series of tapes. "This new endeavor is a series of physical therapy tapes geared toward physicians," Watt explains. They initially project 24 episodes, but concede the series could be endless.

Watt concludes, "With the Toaster, we're able to produce a quality television show on a budget that looks like a network show." He smiles and then adds, "Hey, wait a minute—I do produce a network show!

Jim Watt and Kelly Bennett
Watt/Bennett Enterprises Inc. Productions
Seattle, Washington
206/392-3935

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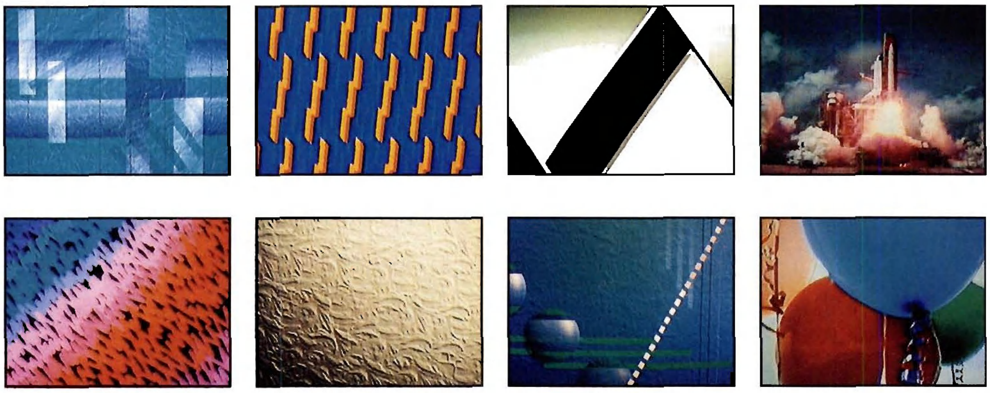

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- ". . . Network quality stuff!" *Mark Bindrim, Townhouse Post Prod., Washington, DC.*

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## INDEPENDENT AND CORP. PRODUCER PACKAGE

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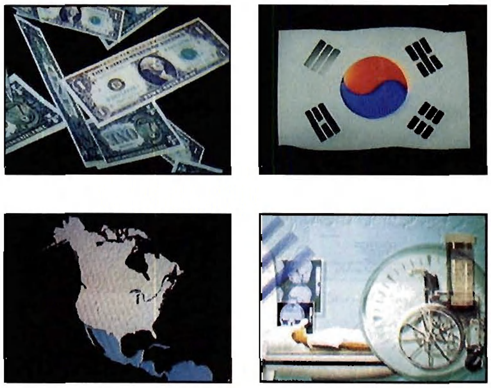

- "After 2 commercial productions, the time I saved more than paid for all four packages." *Tom Warren, WDCA-TV, Bethesda, MD.*

- "One of the best investments that I made all year!" *Marq Anderson Speck, SCM Studios, Detroit, MI.*

## ADVERTISING PRODUCTION PACKAGE

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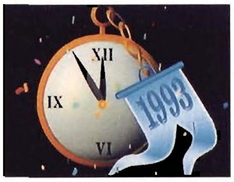
- "SALE" ANIMATIONS
- GENERIC ADVERTISING ANIMATIONS
- SPORTS ANIMATIONS
- BONUS ANIMATIONS
- OVER 80 2-D AND 3-D ANIMATIONS

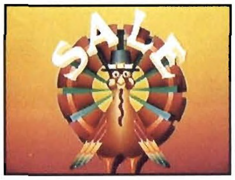
- MANY WITH SOUND EFFECTS

GM
SALE
PIZZA
SPORTS

- "Not only do they improve production quality but they are outstanding sales tools" *Frank Kelly, Author/Producer, San Jose, CA.*

- "We've used the holiday animations for the past three years and doubled our business every year." *Gary Warren, Storer Cable, Woodbury, NJ.*



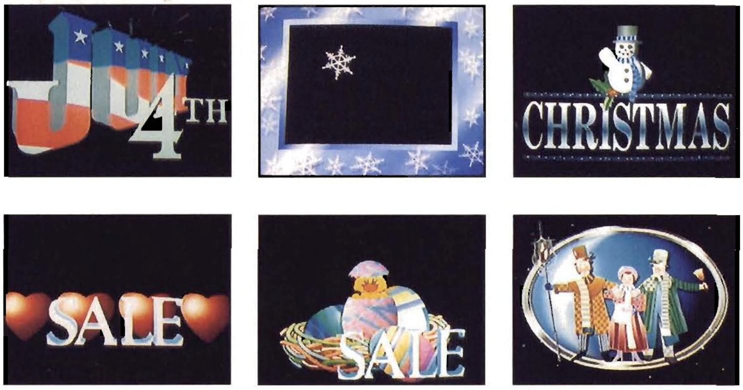


## HOLIDAY PACKAGE

NEW ANIMATIONS FOR:

- NEW YEAR'S DAY
- PRESIDENTS DAY
- VALENTINES DAY
- ST. PATRICK'S DAY
- MOTHER'S DAY
- FATHER'S DAY
- AND OVER 75 CHRISTMAS ANIMATIONS
- EASTER
- MEMORIAL DAY
- 4TH OF JULY
- LABOR DAY
- THANKSGIVING DAY
- HANUKKAH

- MANY WITH SOUND EFFECTS



- "The price for the whole library is what we would normally spend for one graphic . . . it paid for itself first time out." *Dave Damron, DRM Prod., Mansfield, OH.*

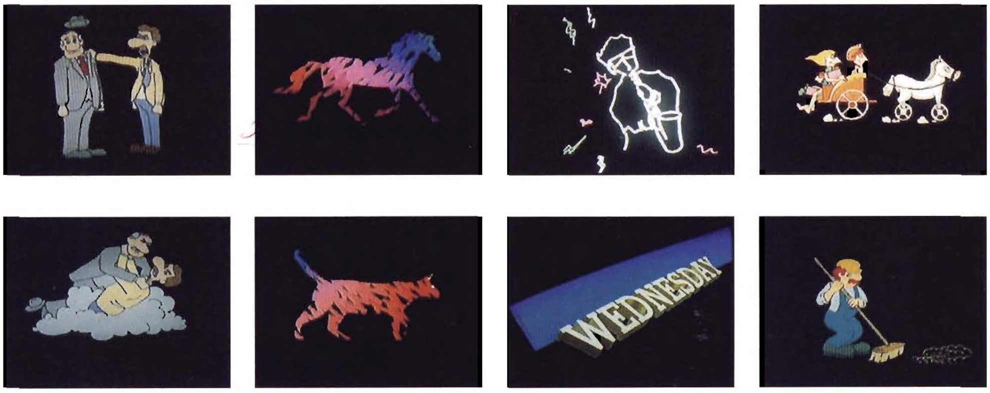
- "It's enhanced our video, it has cut down on production cost and we use these animations every single day." *Dave Schwartz, Greater Media Cable, Philadelphia, PA.*

## ANIMATED ELEMENTS PACKAGE

THIS NEW PACKAGE CONTAINS:

- ANIMATED FIGHT SEQUENCE
- ANIMATED ROMAN "ANIMATED" SCENES
- ANIMATED RUNNING HORSE
- FLYING "DAYS OF THE WEEK BANNERS"
- AND MORE...

- MANY WITH SOUNDEFFECTS



- "The objects were animated over 'black' which meant that I could use the toasters luminance keyer to play these animations over my client's footage . . . I impressed the pants off my client." *Frank Kelly, Producer, Spot Productions, San Jose, CA.*

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- "Best graphics package, regardless of price, available anywhere." *Bill Hobson, WSMH/FOX66, Flint, MI.*

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# TOASTER PRIMETIME

Eric Myers Til Kruger

JEAN LANNEN

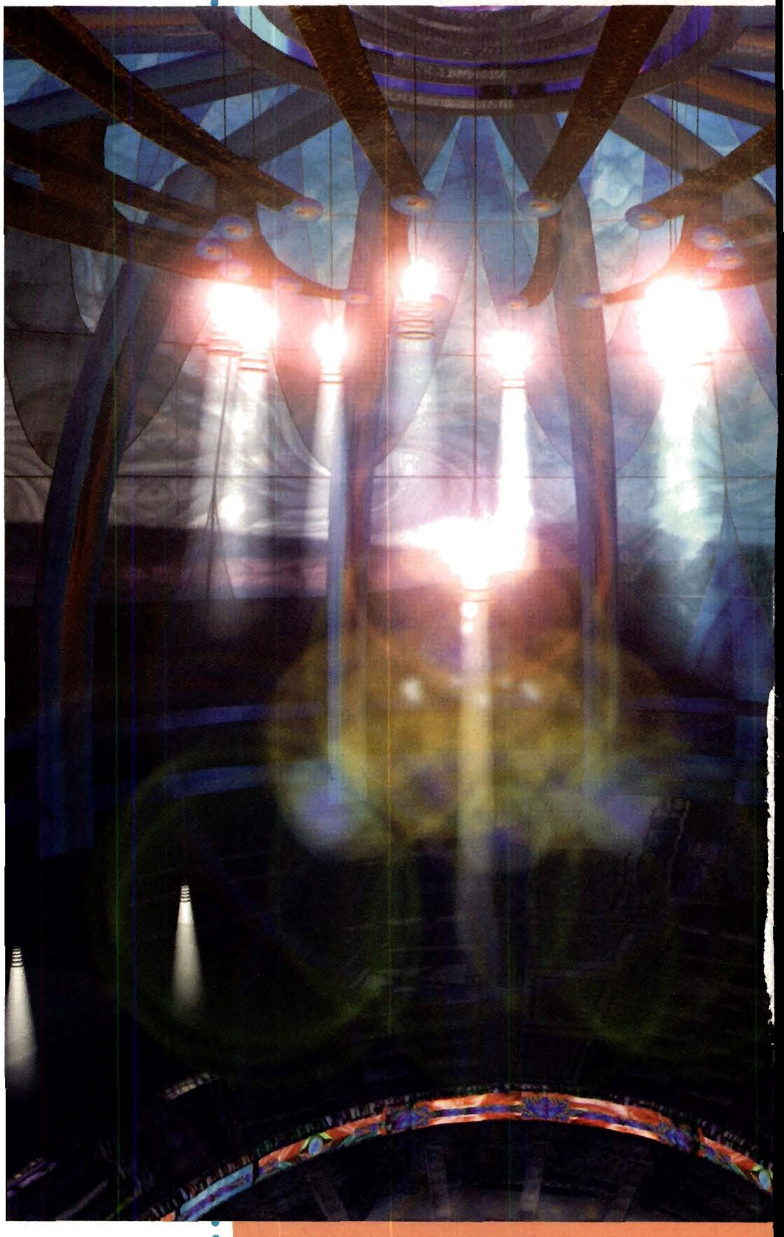
## NUTOPIA

is the Sausalito, California-based studio for LightWave 3D modeling and animation founded last year by rock musician/producer Todd Rundgren.

Its many resources include 13 Toaster workstations on a Novell network, various high-quality video recorders, a Macintosh Quadra 700 with ToasterLink, a Silicon Graphics workstation (rarely used) and lots of artistic freedom—which allows for an abundance of creative experimentation. Lightwave author Allen Hastings constantly provides updated versions of the software which lets Nutopia play with all the latest cool features.

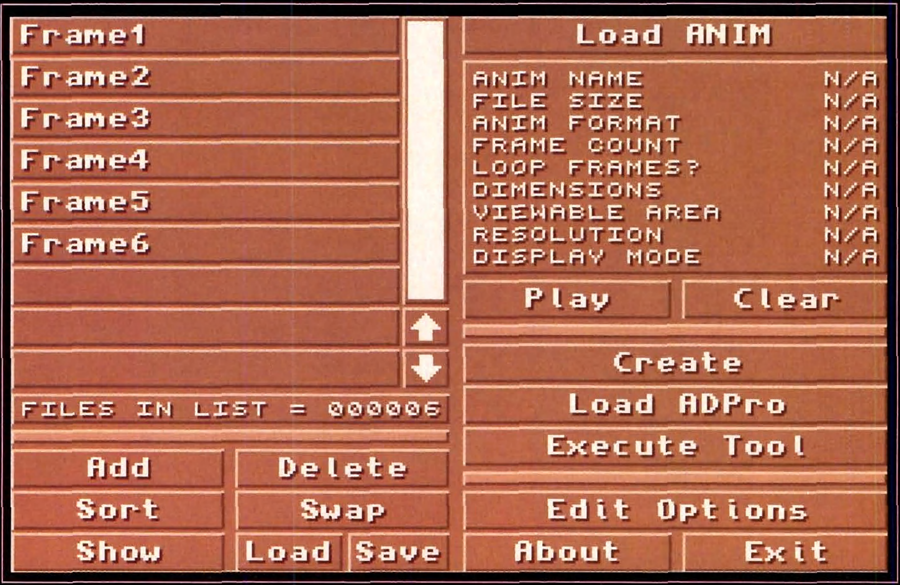
Nutopia artists Till Krueger and Eric Myers use two of the workstations for modeling and scene setup and the rest for rendering. Nutopia's images are rendered to disk and later transferred to tape.

The Toaster images presented on page #17 are from an animation that recently aired on cable's Discovery channel. Other images shown are potential cover art for Rundgren's new CD, as well as stills from *Theology*, an



# ANIM Workshop

ANIM Workshop is the ultimate utility for processing and editing Amiga format animations (ANIMs). You can create an animation from a list of RGB files or work with existing animations and change their format (size, resolution or colors).



```
Frame1
Frame2
Frame3
Frame4
Frame5
Frame6

FILES IN LIST = 000006

ANIM NAME        N/A
FILE SIZE        N/A
ANIM FORMAT      N/A
FRAME COUNT      N/A
LOOP FRAMES?     N/A
DIMENSIONS       N/A
VIEWABLE AREA    N/A
RESOLUTION       N/A
DISPLAY MODE     N/A
```

* A full twenty (20) tools for all your processing needs

* Support for all ANIM(5) animation formats including ANIM brushes

* Features full AREXX support for complex projects

* Provides for Batch Processing of files through ADPro

* Optimizes and provides for addition of sound effects

ANIM processing is a snap with ANIM Workshop!

**VIDEO TOASTER USERS:**

ANIM Workshop allows you to quickly and easily create and view full color animations created with LightWave

**DELUXE PAINT USERS:**

Use ANIM Workshop to perform all processing tools on ANIM brushes as well as convert them from HAM to 16 colors, change resolution and "image process" them

**ART DEPARTMENT USERS:**

With ANIM Workshop, all your ADPro features are now available at the animation level. Full AREXX support and batch processing offer unique animation editing

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